## ORDER

Order / Rev: 36855

Alt Order #: 08833338

Product Desc: AMERICAN CROSSROADS

Estimate: 693

Flight Dates: 10/16/12 - 10/22/12

Original Date / Rev: 08/01/12 / 10/16/12

Order Type: GENERAL

KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region: National

Agency

Orders

Name: Cross Roads Media

Buying Contact:

Billing Contact:

66 Canal Center Plaza

Alexandria, VA 22314

Agency Commission:

Billing Type:

Billing Cycle:

Billing Calendar:

Broadcast

Cash

EOM/EOC

09/12/10

00:10:00

15%

Advertiser

Name:

**American Crossroads** 

Demographic: A35+

Product Codes: PO4

Priority: LV2

Revenue Codes: AGY, POL, ISS

New Business Thru:

Order Separation:

Order deparation.

Advertiser External ID:

Agency External ID:

Bill Plan

 Start Date
 End Date
 # Spots
 Gross Amount
 Net Amount

 10/01/12
 10/22/12
 73
 \$123,650.00
 \$105,102.50

**Totals** 

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	73	\$123,650.00	\$105,102.50	0.00
Totals	73	\$123,650.00	\$105,102.50	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Tota
KLAS	30%	\$123,650.00
Market	100%	\$412,166.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$103,041.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$20,608.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/16/12	10/19/12	137-237a M-F El	ec Plyg@M	137-207a	-TWTF	:30	4	\$100.00LV2	0.00 NM	4	\$400.00
				Electric Playgrou	ınd	(1:37 XM-2:3	57 XM)						
	NATE E	BERKUS									1		
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				4		
V	leek: 10/	/15/12	10/21/12	-TWTF	4	\$100.00	0.00						
E 2	8	10/22/12	10/22/12	137-237a M-F El	ec Plyg@M	137-207a	M	:30	1	\$100.00LV2	0.00 NM	1	\$100.00
				Electric Playgrou	ınd	(1:37 XM-2:3	37 XM)						

Print Date: 10/22/12 09:53:36 Page 2 of 6

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 KLAS

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 693

Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End NATE BERKUS Start Date **End Date** Weekdays Spots/Week Rate Rating M----\$100.00 0.00 Week: 10/22/12 10/28/12 8 10/21/12 10/21/12 8 News Now Sun 5-7p CM 4-430p, 630-7p ----S :30 1 \$1,500.00LV1 0.00 NM 0 \$0.00 8 News Now Sun SUN EVE ROTATION Spots/Week Start Date End Date Weekdays Rate Rating 10/21/12 1 \$1,500.00 ----S 0.00 Week: 10/15/12 Start/End Time Weekdays Description Length Rate Rtg Type Spot Ch Date Range 8 10/15/12-10/21/12 8 News Now Sun 5-7p 4-430p, 630-7p ----Su :30(\$1,500.00) 0.00 NM See MG 31.3,31.4,31.5 [da] 10/21/12 10/21/12 8 News Now Sun AM #CM 8 News Now Sun A----S :30 \$500.00LV1 0.00 NM \$0.00 8 8 News Now Sun AM #1 8 NEWS NOW SUN MORNING #1 Spots/Week Rating Start Date End Date Weekdays Rate \$500.00 0.00 Week: 10/15/12 10/21/12 Description Start/End Time Weekdays Lenath Rate Rtg Type Spot Ch Date Range (\$500.00) 0.00 NM 8 10/15/12-10/21/12 8 News Now Sun AM #1 8 News Now Sun ----Su :30 See MG 31.3,31.4,31.5 [da] 10/21/12 10/21/12 8 News Now Sun AM #2CM \$1,500.00 8 News Now Sun A----S :30 1 \$1,500.00LV1 0.00 NM E 5 8 News Now Sun AM #2 8 NEWS NOW SUN MORNING #2 Spots/Week Rating Start Date End Date <u>Weekdays</u> Rate 1 \$1,500.00 ----S 0.00 Week: 10/15/12 10/21/12 1 \$2,000.00LV1 0.00 NM \$2,000.00 10/21/12 10/21/12 CBS Sunday Morni----S :30 CBS News Sunday Morr

M **CBS News Sunday Morning CBS SUNDAY MORNING** Start Date End Date Weekdays Spots/Week Rate Rating ----S \$2,000.00 Week: 10/15/12 10/21/12 0.00 10/16/12 10/19/12 8 News Now 11p M-F 11-1135p -TWTF--:30 4 \$2,200.00LV1 0.00 NM \$8,800.00 CM 8 News Now 11p M-F 8 NEWS NOW @ 11P Weekdays Start Date End Date Spots/Week Rate Rating 0.00 -TWTF--4 \$2,200.00 Week: 10/15/12 10/21/12 M-----:30 1 \$2,200,00LV1 0.00 NM \$2,200.00 10/22/12 10/22/12 8 News Now 11p M-F CM 11-1135p 8 News Now 11p M-F 8 NEWS NOW @ 11P Spots/Week Start Date End Date Rate Rating Weekdays 10/28/12 1 \$2,200.00 0.00 Week: 10/22/12 \$3,400.00 9-10a -TWTF--:30 \$850.00LV2 0.00 NM 8 10/16/12 10/19/12 Live w/Kelly CM Live With Regis & Kelly LIVE WITH KELLY Start Date End Date Spots/Week Rating Weekdays Rate 10/21/12 -TWTF--\$850.00 0.00 Week: 10/15/12 \$850.00LV1 0.00 NM \$850.00 CM 9-10a M-----:30 8 10/22/12 10/22/12 Live w/Kelly E 10 Live With Regis & Kelly LIVE WITH KELLY **End Date** Spots/Week Rate Rating Start Date Weekdays 10/28/12 M-----\$850.00 0.00 Week: 10/22/12 1 Description Start/End Time Weekdays Lenath Rate Rtg Type Spot Ch Date Range 9-10a :30 (\$850.00) 0.00 NM 1 8 10/22/12-10/28/12 Live w/Kelly See MG 10.2 :30 \$850.00 0.00 NM 8 10/22/12-10/28/12 Live w/Kelly 9-10a MG for 10.1 10/22 10/16/12 10/19/12 630-7p Inside Edition CM 630-7p -TWTF--:30 4 \$1,300.00LV2 0.00 NM 3 \$3,900.00 Inside Edition INSIDE EDITION Weekdays Spots/Week Rate Rating **End Date** Start Date

4 \$1,300.00

0.00

Week: 10/15/12

10/21/12

-TWTF--

Print Date: 10/22/12 09:53:36 Page 3 of 6

KLAS

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Advertiser:

American Crossroads

08833338 Alt Order #

AMERICAN CROSSROADS Product Desc:

Flight Dates: 10/16/12 - 10/22/12

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693

Ln Ch Start End Inventory Code Break Start/End Time Days Rate Pri Len Spots Rtg Type Spots Amount E 11 10/16/12 10/19/12 CM -TWTF--:30 630-7p Inside Edition 630-7p 4 \$1,300,00LV2 0.00 NM \$3,900.00 Inside Edition INSIDE EDITION Weekdays Spots/Week Rating Rate 10/21/12 -TWTF--Week: 10/15/12 4 \$1,300,00 0.00 Ch Date Range Description Weekdays Length Start/End Time Spot Rate Rtg Type 8 10/15/12-10/21/12 630-7p Inside Edition 630-7p -TWThF----:30(\$1,300.00) 0.00 NM Credited [move \$\$ to 36854/8833337] E 12 10/22/12 10/22/12 630-7p Inside Edition 630-7p M----:30 1 \$1.300.00LV2 0.00 NM 0 \$0.00 Inside Edition INSIDE EDITION Start Date **End Date** Spots/Week Weekdays Rate Rating 10/28/12 1 \$1,300.00 0.00 Week: 10/22/12 Description Start/End Time Weekdays Rate Rtg Type Spot Ch Date Range Length 1 8 10/22/12-10/28/12 630-7p Inside Edition 630-7p :30(\$1,300.00) 0.00 NM Credited [move \$\$ to 36854/8833337] E 13 10/16/12 10/19/12 8 News Now Noon M-F CM 12-1230p -TWTF--:30 \$850.00LV2 0.00 NM 4 \$3,400.00 8 News Now Noon M-F **NOON NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 -TWTF--\$850.00 0.00 10/22/12 10/22/12 8 News Now Noon M-F CM 12-1230p :30 \$850.00LV2 0.00 NM 1 \$850.00 M----8 News Now Noon M-F **NOON NEWS** Start Date End Date Weekdays Spots/Week Rate Rating \$850.00 0.00 Week: 10/22/12 10/28/12 M----4 \$1,500,00LV1 0.00 NM \$6,000.00 .30 4 E 15 10/16/12 10/19/12 8 News Now 5-630p M-FCM 5-630p -TWTF--8 News Now 5-630p M-F 8 NEWS NOW @ 5P & 6P Rating Start Date End Date Weekdays Spots/Week Rate -TWTF--4 \$1,500.00 0.00 Week: 10/15/12 10/21/12 Weekdays Length Rate Rtg Type Start/End Time Spot Ch Date Range Description -TWThF----:30(\$1,500.00) 0.00 NM 5-630p 8 10/15/12-10/21/12 8 News Now 5-630p M-F 1 See MG 15.8 -TWThF----:30(\$1,500.00) 0.00 NM 5-630p 2 8 10/15/12-10/21/12 8 News Now 5-630p M-F See MG 15.5 3 8 10/15/12-10/21/12 8 News Now 5-630p M-F 5-630p -TWThF----:30(\$1,500.00) 0.00 NM See MG 15.7 8 10/15/12-10/21/12 8 News Now 5-630p M-F 5-630p -TWThF----:30(\$1,500.00) 0.00 NM See MG 15.6 :30 \$1,500.00 0.00 NM 8 10/16/12-10/16/12 8 News Now 5-630p M-F 5-630p -T----(M) MG for 15.2 10/16 :30 \$1,500.00 0.00 NM 6 8 10/17/12-10/17/12 8 News Now 5-630p M-F 5-630p (h) MG for 15.4 10/17 ---Th----:30 \$1,500.00 0.00 NM 8 10/18/12-10/18/12 8 News Now 5-630p M-F 5-630p (f) MG for 15.3 10/18 8 10/19/12-10/19/12 8 News Now 5-630p M-F 5-630p ---F---:30 \$1,500.00 0.00 NM MG for 15.1 10/19 M-----1 \$1.500.00LV2 0.00 NM \$1,500.00 10/22/12 10/22/12 8 News Now 5-630p M-FCM 5-630p :30 8 News Now 5-630p M-F 8 NEWS NOW @ 5P & 6P Weekdays Spots/Week Rate Rating Start Date End Date \$1,500.00 Week: 10/22/12 10/28/12 0.00 :30 2 \$3,500.00LV1 0.00 NM 2 \$7,000.00 10/16/12 10/19/12 Price Is Right CM 10-11a -TWTF--Price Is Right PRICE IS RIGHT End Date Weekdays Spots/Week Rate Rating Start Date -TWTF--\$3,500.00 0.00 Week: 10/15/12 10/21/12

Print Date: 10/22/12 09:53:37 Page 4 of 6

KLAS

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American Crossroads

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Product Desc:

AMERICAN CROSSROADS

Flight Dates:

10/16/12 - 10/22/12

Estimate:

693

Elia S   Orifical 2019/12   Serve Nove Aph FF   February   Serve Nove Aph FF   Serve	Ln Ch	Start	End	Inventory Code	Drook	Ctout/End	Time Dave	l C-	-t- D-t- D-i	DI T	0 - 4	
8 News Now 4 p A - 43097  Start Date		A STREET, SQUARE, SQUA		Inventory Code	Break	THE RESERVE OF THE PERSON NAMED IN		THE RESIDENCE OF			STREET, SQUARE, SQUARE	Amount
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8 NEWS NOW & 4P 8 4'09'  SIAR Date   End Date   Weekdays   SpotsWeek   Rate   New Now 6a MF   CM   6-7a   -TWTF-   -30   4 \$1,200.00LV    0.00 NM   4 \$4,000.00    8 NEWS NOW ⊕ 6A   Start Date   End Date   New Now 6a MF   CM   6-7a   -TWTF-   -30   4 \$1,200.00LV    0.00 NM   4 \$4,000.00    8 NEWS NOW ⊕ 6A   Start Date   End Date   New Now 6a MF   CM   6-7a   -TWTF-   -30   1 \$1,200.00LV    0.00 NM   1 \$1,200.00    8 NEWS NOW ⊕ 6A   Start Date   New Now 6a MF   CM   6-7a   -TWTF-   -30   1 \$1,200.00LV    0.00 NM   1 \$1,200.00    8 NEWS NOW ⊕ 6A   Shert Date   New Now 6a MF   CM   6-7a	St	tart Date	End Date									
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E 20	St	tart Date	End Date			-						
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Start Date	8 NEW	vs now @	6A	8 News Now 6a N	1-F					- 1		
E21 8   10/22/12   10/22/12   28   News Now 6a M-F   CM   6-7a   M 30   1 \$1,200.00 LV1   0.00 NM   1 \$1,200.00 NM   28   News Now 6a M-F   S 1,200.00   News Now 6a M-F   News Now 6a M-F   S 1,200.00   News Now 6a M-F   News Now 6a M-F   S 1,200.00   News Now 6a M-F   News Now 6a M-F   S 1,200.00   News Now 6a M-F   News Now 6a M-F   S 1,200.00   News Now 6a M-F   News Now 6	St	tart Date	End Date							1		
8 News Now @ 6A Siart Date   End Date   Week 10/22/12   10/22/12								-20	4 64 200 001 1/4	0.00 NIM		£4 200 00
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E22				Weekdays	Spots/Week	Rate	Rating			1		
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New					0 1 001 1	D 4-	Dation					
Letterman						-						
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CBS THIS MORNING   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.000				CBS This Morning				:30	4 \$1,000.00LV1	0.00 NM	4	\$4,000.00
Week: 10/15/12         10/21/12         -TWTF         4 \$1,000.00         0.00           E 26         8 10/22/12 10/22/12         CBS This Morning         7-9a         M         :30         1 \$1,000.00 LV1         0.00 NM         1 \$1,000.00 LV1           CBS THIS MORNING         Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 10/22/12         10/28/12         M         1 \$1,000.00         0.00           E 27         8 10/16/12 10/19/12         8 News Now 5a M-F         CM         5-6a         -TWTF         :30         4 \$1,000.00 LV1         0.00 NM         4 \$4,000.00           E 28         8 10/22/12 10/22/12         10/21/12         8 News Now 5a M-F         CM         5-6a         M         :30         1 \$1,000.00 LV1         0.00 NM         1 \$1,000.00           E 28         8 10/22/12 10/22/12         10/22/12 8 News Now 5a M-F         CM         5-6a         M         :30         1 \$1,000.00 LV1         0.00 NM         1 \$1,000.00           E 28         8 10/16/12 10/28/12         Weekdays         Spots/Week         Rate         Rating           Week: 10/16/12 10/19/12         10/19/12 Ellen         CM	CBS T	HIS MORN	ING	CB3 This Worthing	9							
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8 News Now © 5A  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 10/15/12   10/21/12   10/22/12   8 News Now 5a M-F   CM   5-6a   M   :30   1 \$1,000.00 LV1   0.00 NM   8 News Now © 5A  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 10/22/12   10/28/12   M   1 \$1,000.00   0.00    E 29 8 10/16/12   10/19/12   Ellen   CM   3-4p   -TwTF   :30   4 \$1,000.00 LV2   0.00 NM    ELLEN   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   ELLEN   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 10/15/12   10/21/12   -TwTF   4 \$1,000.00   0.00    B News Now 5a M-F   S-6a   M   :30   1 \$1,000.00 LV1   0.00 NM    1 \$1,000.00 LV1   0.00 NM   4 \$4,000.00 LV2    8 News Now 5a M-F   Start Date   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 10/15/12   10/21/12   -TwTF   4 \$1,000.00   0.00    8 News Now 5a M-F   Sating   Spots/Week   Rate   Rating   Start Date   S	100 miles			Control of the Contro								
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Week: 10/15/12       10/21/12       -TWTF       4 \$1,000.00       0.00         E 28       8 10/22/12 10/22/12       8 News Now 5a M-F       CM       5-6a       M       :30       1 \$1,000.00 LV1       0.00 NM       4 \$1,000.00 LV2       0.00 NM       4 \$4,000.00 LV2       0.00 NM       0.00 LV2				Mackdaya	Spats/Mask	Pate	Pating					
8 News Now 5a M-F  8 NEWS NOW @ 5A  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M 1 \$1,000.00 0.00  E 29 8 10/16/12 10/19/12 Ellen CM 3-4p -TWTF :30 4 \$1,000.00LV2 0.00 NM 4 \$4,000.00  ELLEN  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 -TWTF 4 \$1,000.00 0.00	and the second second second second	- Convert Control Control	The second secon									
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Week: 10/15/12 10/21/12 -TWTF 4 \$1,000.00 0.00	ELLEN	N										
	2000 DA 1000					Service Control of the Control	100 TO 10					
						the state of the s	M	:30	1 \$1,000.00LV1	0.00 NM	1	\$1,000.00

Print Date: 10/22/12 09:53:37 Page 5 of 6

KLAS

Order / Rev: 36855

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08833338 Product Desc: AMERICAN CROSSROADS

Flight Dates: 10/16/12 - 10/22/12 Estimate: 693

Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End Inventory Code Break Ellen **ELLEN** Start Date Weekdays Spots/Week Rate Rating **End Date** 0.00 1 \$1,000.00 Week: 10/22/12 10/28/12 M----Description Start/End Time Weekdays Length Rate Rtg Type Spot Ch Date Range 8 10/22/12-10/28/12 Ellen :30(\$1,000.00) 0.00 NM 1 3-4p See MG 30.2 8 10/22/12-10/28/12 Ellen 3-4p :30 \$1,000.00 0.00 NM 2 MG for 30.1 10/22 \$900.00LV2 0.00 NM \$12,300.00 F 31 10/16/12 10/19/12 1230-2p Soaps/ LMAD CM 1230-2p -TWTF--:30 Soaps / Let's Make A Deal **BOLD & BEAUTIFUL/LETS MAKE A DEAL** Spots/Week Rating Start Date End Date Weekdays Rate Week: 10/15/12 10/21/12 -TWTF--2 \$900.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type (\$900.00) 0.00 NM 1230-2p -TWThF----:30 1 8 10/15/12-10/21/12 1230-2p Soaps/ LMAD See MG 31.3,31.4,31.5 [da] 8 10/15/12-10/21/12 1230-2p Soaps/ LMAD 1230-2p -TWThF----:30 (\$900.00) 0.00 NM See MG 31.3,31.4,31.5 [da] 3 8 10/19/12-10/19/12 Fri 9-10p 9-10p :30(\$8,500.00) 0.00 NM See MG 31.6 [Due Program Change To "CSI NY" - bco 1 8 10/20/12-10/20/12 Sat Prime Special 8-10p :30 \$1,900.00 0.00 NM 4 ---Sa--MG for 31.2,4.1,3.1,33.1,31.1 5 8 10/20/12-10/20/12 Sat Prime Special 8-10p ---Sa--:30 \$1,900.00 0.00 NM (1) MG for 31.2,4.1,3.1,33.1,31.1 :30 \$8,500.00 0.00 NM 6 8 10/19/12-10/19/12 Fri 8-9p 8-9p MG for 31.3 10/19 E 32 8 10/20/12 10/20/12 NCAA Football CM NCAA College Foo----S-:30 \$5,000.00LV1 0.00 NM \$5,000.00 NCAA College Football (12:30 PM-4:00 PM) NCAA FOOTBALL Start Date **End Date** Spots/Week Rate Rating Weekdays ----S-\$5,000.00 Week: 10/15/12 10/21/12 0.00 1 \$8.500.00LV1 10/16/12 10/16/12 Tue 10-11p CM 10-11p -T----:30 0.00 NM 0 \$0.00 Vegas **VEGAS** Weekdays Spots/Week Rating Start Date **End Date** Rate -T----1 \$8,500.00 0.00 Week: 10/15/12 10/21/12 Description Start/End Time Weekdays Length Rate Rtg Type Spot Ch Date Range 10-11p :30(\$8,500.00) 0.00 NM 1 8 10/15/12-10/21/12 Tue 10-11p See MG 31.3,31.4,31.5 [da] 10/18/12 10/18/12 ---T---:30 1\$18,000.00LV1 0.00 NM \$18,000.00 E 34 Thu 8-9p 8-9p Big Bang / 2 1/2 Men BIG BANG/TWO & A HALF MEN Start Date **End Date** Weekdays Spots/Week Rate Rating ---T---1\$18,000.00 0.00 Week: 10/15/12 10/21/12 10-11p :30 1 \$12,000.00 LV1 0.00 NM E 35 10/21/12 10/21/12 Sun 10-11p CM ----S \$12,000.00 The Mentalist THE MENTALIST Rating **End Date** Weekdays Spots/Week Rate Start Date Week: 10/15/12 10/21/12 1\$12,000.00 0.00 ----SS 10/20/12 10/21/12 8 News Now 11p Sa/SuCM 1 \$1,100.00LV2 0.00 NM \$1,100.00 E 36 11-1135P :30 8 News Now Sa/Su 11p 8 NEWS NOW @ 11P Start Date **End Date** Weekdays Spots/Week Rate Rating ----SS \$1,100.00 0.00 Week: 10/15/12 10/21/12 10/16/12 10/19/12 :30 \$450.00LV1 0.00 NM \$900.00 CM 1237a-137a

Print Date: 10/22/12 09:53:37 Page 6 of 6

 Order / Rev:
 36855
 Advertiser:
 American Crossroads

 Alt Order #:
 08833338
 Product Desc:
 AMERICAN CROSSROADS
 KLAS

 Flight Dates:
 10/16/12 - 10/22/12
 Estimate:
 693

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
				Craig Ferguson			-TWTF						
				Craig Ferguson		(12:37 XM-1	:37 XM)						
	LATE L	ATE SHO	W										
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				- 1		
W	eek: 10/	15/12	10/21/12	-TWTF	2	\$450.00	0.00						
E 38	8	10/21/1	2 10/21/12	Sun 105-205a Bro	os/Sist <b></b> €M	105-205a	S	:30	1	\$150.00LV1	0.00 NM	1	\$150.00
				Crimtime Saturda	ıy	(1:05 XM-2:0	05 XM)						
	CBS CF	RIMETIME	E/SPORTS	SPECTACULAR									
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	eek: 10/	15/12	10/21/12	S	1	\$150.00	0.00						
											Totals	73	\$123,650.00